

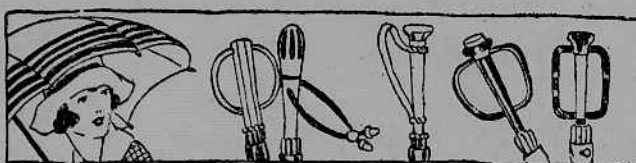
For Other Gimbel
News See Page 16**Gimbel Brothers**
37th ST.—BROADWAY—33rd ST.**SALE OF IMPORTED BEAD BAGS AT \$42.50**
These bags are quite unusual; imported, hand made, of the very fine seed beads not often seen in bags at this price; leather lined; with hall-marked silver frames. In fact, they are worth probably twice the price asked in this sale.
GIMBELS HAND BAG SHOP—Main Floor**Gimbel Brothers**
37th ST.—BROADWAY—33rd ST.Store Hours
9:00 to 5:30**Trousseau Dainties for
The Easter Bride**

Millicent is a gown of snowy crepe de chine with such very new ways of satin ribbons to float from a fragile sleeve. (Illustrated) \$18.15. Chemise to match, \$10.45.

Perdita, too, is a gown of white crepe de chine with yoke of Georgette embroidered in roses and very much Valenciennes. (Illustrated) \$27.00. Chemise to match, \$13.75.

Mazie—a lovely washable satin envelope chemise—adds Georgette medallion and pink rosebuds to its Valenciennes trimmed yoke. (Illustrated) \$9.35.

Other Silken Lingerie, white and pastel-tinted, \$6.05 to \$65
GIMBELS LINGERIE SHOP—Second Floor

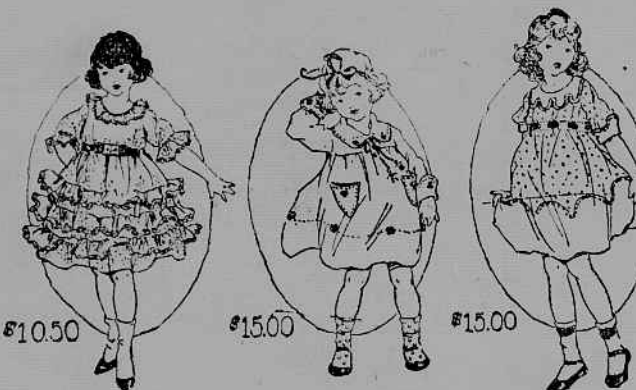
**For Easter and the Spring
Silk Umbrellas and Parasols**

We offer a most complete stock of beautiful umbrellas and parasols in new colors and new handles for the coming season.

More gay, more attractive, more part of the costume than ever before.

In silk plaids, in stripes and in plain colors that charm the eye.

Prices range from \$7.50 to \$25.00
GIMBELS UMBRELLA SHOP—Main Floor

**Ways in Which Miss 2 to 6
May Greet the Easter Day**

Springtime's sweetest frock-fancies are ever for her—whether they are woven into the sturdiness of pongee—the fairylike frailty of net—or the daintiness of dotted swiss and linen.

Marylann goes to Grandmama's in a gee peasant frock with frock of point de Irish crocheted buttons. esprit with a coral sash and coral hem and collar bloom flowers of clever wool stitchery. (Illustrated.) \$10.50

Jane wears a pongee peasant frock with Irish crocheted buttons. esprit with a coral sash and coral hem and collar bloom flowers of clever wool stitchery. (Illustrated.) \$15.00

Louison knows the piquant way of a dotted swiss frock with a maid. A frock that adds a blue stitchery to blue batiste collar and cuffs and hem. (Illustrated.) \$15.00

Just a Garden of Frocks for Miss 2 to 6 \$3.95 to \$15.00
GIMBELS—BABY SHOP—Second Floor

Furs Are Favored

More Than Ever Before—and No Wonder!
For When Were Spring Furs So Charming?



Hudson Bay Sables..... (one skin) \$79.50
Hudson Bay Sables..... (two skins) 125.00
Natural Fisher Scarfs..... 225.00
Baum Marten Scarfs..... (one skin) 85.00
Baum Marten Scarfs..... (two skins) 155.00
Stone Marten Scarfs..... (one skin) 39.50
Japanese Sables..... (two skins) 95.00

Special at \$55.00
are dark fitch scarfs
of two mounted skins.

Special at \$39.50
are Kolinsky choker
scarfs of two skins.

GIMBELS—FUR SALON—Third Floor

**Just a Few—Chosen From So Many
Tailored Costumes
Springtime Frocks**

Tweed! The very word smacks of smartness. And especially when the tweed is tailored into a plain straight suit with unusual pockets and unusually fine lines. (Illustrated.) \$63.50

Diminutive bands of black patent leather adequately trim a suit of dull blue worsted. And you must admit the little coat has a lot of chic. (Illustrated.) \$85.00

There are so many suits of navy tricotine, but so few that can boast such splendid lines and such well applied braid. (Illustrated.) \$130.00

GIMBELS WOMEN'S APPAREL SALONS—Third Floor



Vari-colored worsted brightens the girle and vestee of a black satin frock of simple lines and fringe-dripping sash. The skirt tucks under prettily. (Illustrated.) \$69.50

A little dull gilt mixes with the black silken embroidery of a black tricolette frock. The uneven tunique leads right straight to smartness. (Illustrated.) \$79.50

Prim little ruffles wander around the tunique and pockets of this navy tricotine dress. Its lines are lovely. (Illustrated.) \$85.00

**Stockings With Clockings
On Easter Parade**

Are you going to send her an Easter gift? Send her silk stockings. Are you planning a very chic Easter costume? Then—you will choose the stockings that Paris chooses.

Lace Ankle or Paris Clockings come in so many alluring modes that it's impossible to suggest one as better than another—but they're all sheer and exquisite and at a moderate price range that is in no way compatible with their ultra-smartness. \$3.75 to \$9.50. Federal tax not included.
GIMBELS HOSIERY SHOP—Main Floor

**Easter Gloves With
Parisian Accent**

They've come all the way from France, you see. They wrinkle over Milady's wrist in the manner approved of Paris—or choose to be smartly two-toned, which is quite as Fashion wills it.

6-Button Glove, with strap at wrist; P. K. sewn; white with black, brown, heaver and tan, \$5.75

White Gloves

8-Button \$5.50
12-Button \$6.50

8-Button Length Gloves, over-seam sewn, with mousquetaire wrist; good shades of tan; embroidered backs, \$5.50

16-Button \$7.00
20-Button \$7.50

GIMBELS GLOVE SHOP—Main Floor

**Springtime Weaves Its Subtlest Charms
in Fashions for Miss 14 to 20**

Suits That Are Jaunty as a New Season: Frocks as Gay as March Sunshine

Your New Suit

Miss 14 to 20, is here—and as you'd like it.

Navy Blue
Poiret Twill
Tricotine or
Men's Wear Serge
and Tweed

Trig and tailory—beautifully made—silken lined—with the shortness of coat and pleatings of skirt and very elaborate embroideries that are rightfully yours—and springtime's own.

**Your New Frock**

Miss 14 to 20, has been specially planned for you.

Satin
Tricotine
Tafetta
Tricolette
Georgette

Colorful as Fashion's garden—with fascinating ways of sash and vestee and glittering threads of gold and artfully artless placing of collars and buttons and pockets and pleatings.

AMONG A WORLD OF CHOOSING ARE THESE

Jean—a tricotine frock for the Avenue, grosgrain ribbon bound; with charming lingerie touches at throat and sleeve. (Illustrated.) \$39.75

Peggy—a tricotine suit with swathing sash and gay pony coat suggestive of the picturesque and romantic grace of a Spanish gypsy. (Illustrated.) \$49.75

Betty—a tea frock of black mignonette with quaint Victorian yoke and pipings of henna. Note the smartness of hem and hipline. (Illustrated.) \$42.50

GIMBELS MISSES' FASHION SALON—Third Floor

**Lutece Pearls---As Lovely as Orientals
---and Obtainable Only at Gimbel's**

When we say "as lovely as Orientals," we say it advisedly. For these are not the usual artificial pearls. They are the product of the most skilful labor of a Parisian artist-chemist, who created them just for us.

Lutece Pearls have the glowing lustre, the rich coloration and the enduring wearing qualities of the deep sea gems. They fall short of the Oriental pearl in one thing, however—that is, in price.

\$30.00 and \$35.00

are the very modest prices of 27-inch strands of exquisitely matched and gracefully graduated pearls. The clasps are solid gold.

24 inch strands are priced \$25 and \$30
20 inch strands are priced \$20.00
18 inch strands are priced \$15.00
16 inch strands are priced \$13.50

GIMBELS JEWELRY SHOP—Main Floor

**Springtime Millinery
A Superb Showing**

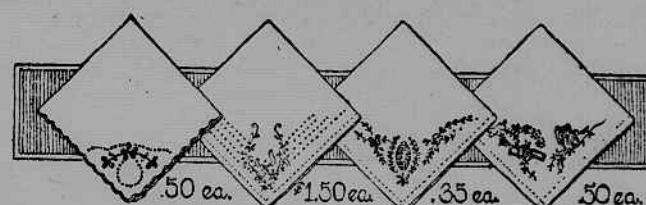
A more comprehensive display of

Parisian Creations from the Salons of world-famed designers than, we believe, can be found anywhere else in America.

Together with
Gimbel Reproductions in the identical imported materials of the originals.

A Brilliant and Varied Collection that authentically mirrors the fashion-decree of Paris and yet is distinctly moderate in price.

Reproductions \$22.50—\$28—\$38 and higher.
GIMBELS FRENCH MILLINERY SALON—Third Floor

**Kerchiefs of Easter Are
Brave With Embroidery**

Sometimes tiny colorful flowers—sometimes the daintiness of hand-wrought butterflies adorn the kerchiefs you'll send in Easter Greeting or tuck into the pocket of your Easter suit! And they're charming!

Sheer Irish Linen 'Kerchiefs with embroidered corners, 50c each.
Hand-embroidered Madeira 'Kerchiefs, imported mull with eyelet embroidery, 50c each.

Very Fine Irish Linen 'Kerchiefs with very dainty hand embroidery, \$1.50 each.
Fine Sheer White Mull 'Kerchiefs, beautiful, embroidered corners, 35c ea.; 3 for \$1.00.

Other 'Kerchiefs—French, Irish, Porto Rican—\$1.50 to \$3.75 ea.

GIMBELS HANDKERCHIEF SHOP—Main Floor

**Frocks for Miss 6 to 16
A Very Joyous Spring Song**

Whether to that very important young person Easter means the solemnity of confirmation, the thrill of a stroll on the Avenue or a very sedate family dinner—these are her frocks.

Navy Blue Serge, accordion pleated skirt, with silk ribbon sash and embroidery, modishly short sleeve, turn-back cuff. \$25.00

Fine French Voile, lace frilled tucked, sailor-collared and sweet as pink sash can make it. A touch of embroidery, too. \$23.50

Lovely Blue, Rose, Beige, Brown Tafetta with such interesting pleatings and pockets and contrasting ribbon by way of accent. No Sub Deb Frock could be smarter. \$33.50

Just three of some of the Nicest Frocks for Miss 6 to 16, Will Find in Many a Day, \$6.95 to \$49.50.
GIMBELS—CHILDREN'S APPAREL SHOP—Third Floor.

**Tricolette Slip On Blouses**

Made of the Fancy Tricolettes that One Rarely Sees—and Never at

\$5.00

The model is charming, yes. That you see at a glance. The pretty neck-line, the daintily-cut sleeves, the snugness at the hip-line. BUT you cannot see the exquisite colorings of the tricolette nor the artful patterns in which it is available.

Several unusual types of drop-stitch are included. We have shown four patterns above. And the quality is the heavy, crunchy sort that holds its shape so satisfactorily.

As to colors—they are lovely beyond words. Burnt orange, glowing cherry, rich blues, becoming lavenders, the wanted sponge. And the always-desirable flesh, white and black.

GIMBELS BLOUSE SHOP—Third Floor